

Abstract of the Disclosure

An apparatus and method for advertising adjacent to a beverage dispenser to reduce the cost of placing and maintaining a beverage dispenser in a retail outlet. A beverage dispenser, and most preferably a beverage dispenser that is specially equipped to display advertisements for at least one of the beverages being dispensed, is placed in a retail outlet. The advertisements are displayed over a period of time and preferably the amount of beverage dispensed during that time period is tracked and recorded. The amount of beverage dispensed can then be used to calculate an advertising fee to be paid by the beverage producer. The advertising fee is used to offset the purchase or lease price of the beverage dispenser, and is most preferably paid directly to the preferred provider of the beverage dispenser.

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